

MEMORANDUM

2/10/2012

TO: George Griffin, Director, Department of Liquor Control
FROM: Chris Cihlar, CountyStat Manager
SUBJECT: DLC Survey Review and Sunday Sales

The following items were identified for follow-up during the 2/10/2012 CountyStat meeting:

DLC will seek professional assistance to evaluate e-marketing methods and other strategies to modernize marketing and improve customer communications.

Responsible parties: DLC
Other parties involved: none
Deadline: 8/10/2012

CountyStat will work with DLC to evaluate leasing options in lieu of purchasing the delivery fleet.

Responsible parties: DLC
Other parties involved: CountyStat
Deadline: 8/10/2012

cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer